

## ABSTRACT OF THE DISCLOSURE

[0060] Embodiments of the present invention relate to systems and methods for providing location-based yellow pages information. In an embodiment, the system includes a yellow pages database. The yellow pages database can include a plurality of advertiser entries. Each advertiser entry of at least a subset of the plurality of advertiser entries can include an advertiser identifier field to store an advertiser identifier and an advertiser measured location information field to store advertiser measured location information.

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